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Covid and post covid analysis on Aakash



Founder and Promotor



Mr JC Chaudhry



Mr AKASH Chaudhry

Aakash

- With a legacy of over 34 years, Aakash Educational Services Limited (AESL) has pioneered the competitive exam preparation. Popularly known as Aakash, we have been at the forefront of preparing students to achieve their goals of cracking medical and engineering entrance exams. With our expert faculty and unmatched study material Aakash produces top rankers in NEET, IIT-JEE, Olympiad NTSE, KVPY, 10th and 12th exams every year. From foundation to advanced courses, at Aakash there are learning modules meticulously crafted for every student's learning needs. To recognize and reward the passionate and talented students across the nation, Aakash offers various scholarship tests. Through these scholarship tests students can secure a scholarship up to 100% and get admission in a course of their choice to kick-start their journey. These scholarship tests are conducted via multiple mediums: app or website based online exam from home and offline at Aakash regional branches. In addition to this, a blend of classroom and online learning courses such as Aakash Hybrid mode is designed to ensure seamless experience for all our students. To know more about the courses, you can fill a simple form and submit your details on our website and our team will get in touch with you. You can also visit or call your nearest Aakash branch and we would be happy to guide and assist you.

Vision and mission :-

Aakash Mission

Our aim is to become one of the most preferred education technology platforms across the globe.

Aakash Vision

We believe in the power of one-to-one learning that addresses every child's learning needs, allows students to be holistically involved in their education and be active, lifelong learners.

Quality policy

- Schools were closed and children were confined to their houses. The education of around 360 million students was hampered in India alone!

Motivational Factors and Quality of Online Education Motivational factors in the study refer to the factors that motivate the students for a positive evaluation of an online learning environment. response to schools being shut down due to Covid-19, made content on its learning app free for all students. It also introduced live classes to further student engagement. This probably got a new wave of users enabling it to add further 13.5 million consumers in March and April, according to analysts.

Management structure

- follows a flat organizational structure, with a CEO and several Vice Presidents who oversee the various departments and divisions of the company. Below the VP level, the company is divided into four main departments: Product, Technology, Content, and Growth & Operations. Each department is further divided into teams and each team is headed by a Team Lead. There is also a board of directors that provides strategic guidance to the company.

Financial Structure

- The Covid-19 pandemic helped edtech company to become a decacorn and cross \$10.5 billion valuation after raising new funding of less than \$100 million from Silicon Valley investor and analyst Mary Meeker's Bond Capital. is rapidly narrowing the gap to become the most valuable startup in the country after digital payments firms Paytm, which is valued at around \$16 billion
- the past year, Aakash has already seen huge growth and now has over 57 million registered students, more than 3.5 million paid subscribers and annual renewal rates as high as 85 per cent. Aakash doubled its revenue from Rs 1430 crore to Rs 2800 crore in FY 19-20.
- According to analysts and industry insiders, the Bengaluru-based firm clinched the new deal after showcasing to the US investors, the increase in the number of new students joining their online platform and the existing students spending more hours on online education at home due to the restrictions caused by the coronavirus outbreak. Aakash which became a unicorn in 2018 (a company valued at over \$1 billion) has taken just two years to become a decacorn (a firm valued at over \$10 billion).

Challenges faced during Covid -19

- The study's reported that the challenges were communications, assessment, online education experience, technology use tools, time management, anxiety, and coronavirus disease stress. However, students reported positively the effectiveness of online learning during the pandemic.
- Challenges with Online Learning For Students (and Solutions) Isolation
.Motivation, Equipment. Technology Issues ,Distractions. Time Management
,Barriers to learning (Disabilities / Special Needs)

Forecasting

- The Covid-19 pandemic helped edtech company Aakash to become a decacorn and cross \$10.5 billion valuation after raising new funding of less than \$100 million from Silicon Valley investor and analyst Mary Meeker's Bond Capital. Aakash is rapidly narrowing the gap to become the most valuable startup in the country after digital payments firms Paytm, which is valued at around \$16 billion.

Services provided during covid 19:-

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post covid services:-

Aakash is valued at US\$22 billion[5] and the company claims to have over 115 million registered students

Company Offer Help To Employee

- The first step towards supporting Aakash through these times of hardships, we have set up a ₹20 crore CEO's fund. One of our early employee-driven initiatives, this fund covers COVID-19 related medical expenses and hospitalisation costs for Aakash , their parents, spouse and children. If the unfortunate situation arises where a member of our team or their family member needs hospitalisation due to COVID-19, the Aakash can seek reimbursement of up to ₹ 5 lakhs from the CEO's Fund for the same. We aim to reimburse every request made to the fund within 7 days from when it was raised. With this initiative, we hope to provide the Aakash family with some support as we navigate this challenging situation together.

ONLINE EDUCATION

Advantages

- The ability to learn using different online tools and methods
- No disruption in learning because of the pandemic
- Listening to recorded and live conversations and working at their own speed

Disadvantages

- Lack of free flowing conversations, debates, and discussions
- Technological difficulties related to weak devices or access to the internet
- Getting used to learning and being evaluated online
- Studying while living at home, with family and other distractions

